

Hello from [BioNews](#) to our Rare Disease Community!

I am Brittany Foster, BioNews' HR - People and Culture Manager, and a rare disease patient living with pulmonary hypertension. At BioNews, it is our mission to help those living with rare diseases achieve a better quality of life.

As a member of the rare disease community, BioNews invites you to join our Rare Disease Day 2023 campaign. Throughout the month of February, we will be featuring on BioNews social media accounts our rare disease community's responses to the question "Why does rare disease awareness matter to you?"

All members of the community are encouraged to submit a short personal response reflecting on their "why" and to share it on their personal social media accounts/pages, tagging BioNews and using the hashtag #WhyRare.

Participants can include anyone affected by a rare disease, including patients, family members, caregivers, partners or friends of someone living with a rare disease, as well as patient advocates and healthcare professionals.

Throughout February, your submission could be featured on our BioNews corporate LinkedIn, Facebook, and Instagram pages. If your submission is specific to one of the rare diseases BioNews covers on social media, such as *Pulmonary Hypertension News*, your post may be featured on that social media page (Facebook or Instagram).

How to participate:

To participate in this initiative, please email your response to "Why does rare disease awareness matter to you?" to raredisease2023@bionews.com, along with two pictures of yourself, your social media accounts if you have them, and a signed release form.

Instructions and specifications are as follows:

- a. 150-200 words answering the question "why does rare disease awareness matter to you." Please try to adhere to this word count as responses longer than 200 words may not be accepted.
- b. Please submit responses in a Microsoft Word attachment in your email.
- c. The subject of the email should be as follows: Full Name - RD Awareness 2023 - name of rare disease and your connection to it (patient, caregiver, etc.). Ex.: Brittany Foster - RD Awareness 2023 - Pulmonary Hypertension Patient
- d. Attach at least two high-quality pictures of yourself/ capturing your "why" in PNG, JPEG, or JPG format. If anybody besides yourself appears in your pictures, please notate their names so we can add them to the post.
- e. In the text of the email, include your full name, rare disease community, Instagram handle, Facebook URL, or LinkedIn URL so we can tag you if your submission is selected during the month of February.
- f. Sign the attached PDF electronically by downloading the PDF and use this free e-sign link <https://www.pdfescape.com/>

-After clicking on the link, upload the PDF file and use text boxes/ signatures where applicable on the form to sign it.

g. Save the file and attach the signed PDF to your email.

Thank you for your willingness to help us raise awareness during the month of February, and we encourage you to share your story to your own social media accounts; Follow us on [LinkedIn](#), Instagram @ bionewsservices, and [Facebook](#), and tag BioNews and use the hashtag #WhyRare when posting.

Mark it on your calendar and spread the word! On Feb. 28, 2023, BioNews will be posting something special for all rare disease communities that will be shared on our corporate social media accounts and our rare disease websites.

Thank you,
BioNews Team